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**TWO MORE INFANT DEATHS IN THE RECALLED BOPPY NEWBORN
LOUNGER; FACEBOOK MARKETPLACE MUST DO MORE TO STOP
FURTHER SALES**

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At least two more infants have died in the Boppy Newborn Lounger since CPSC first announced the recall two years ago, following eight deaths in the product.¹ Thousands of the Boppy Newborn Lounger remain in circulation on secondhand marketplaces like Facebook Marketplace, and until these sales are stopped, babies will continue to be at risk of death.

Facebook Marketplace, run by Meta, has the ability to disable any searches for the product—and to offer free advertisement space on their site for ads targeted toward new parents and caregivers and informing them of the Boppy Newborn Lounger recall. CPSC has sent on average over a thousand takedown requests every month this past year for the recalled Boppy Newborn Loungers, but Meta has not taken effective action in response. Two post-recall deaths are unacceptable. Meta can and should be doing much more to save lives.

¹ CPSC, “The Boppy Company Recalls Over 3 Million Original Newborn Loungers, Boppy Preferred Newborn Loungers and Pottery Barn Kids Boppy Newborn Loungers After 8 Infant Deaths; Suffocation Risk,” (Sept. 2021) available at: <https://www.cpsc.gov/Recalls/2021/The-Boppy-Company-Recalls-Over-3-Million-Original-Newborn-Loungers-Boppy-Preferred-Newborn-Loungers-and-Pottery-Barn-Kids-Boppy-Newborn-Loungers-After-8-Infant-Deaths-Suffocation-Risk>